To make a choice between two alternatives...

... we compare them across attributes that we value.

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For job candidates, desirable attributes:
- Creativity
- Quantitative intelligence
- Verbal Intelligence

...

Important decisions → Many attributes

When there are many attributes, they are often presented and/or cognitively processed in groups or "chunks."

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When there are many attributes, they are often presented and/or cognitively processed in groups or "chunks."

Our question:

Can we group these attributes in particular ways to shape people's preferences?

Gerrymandering Attributes

Dan Feiler, Associate Professor

Jen Dannals, Assistant Professor

	Person A	Person B
Presentation skill	X	
Conscientiousness	X	
Data mining and analysis		X
Creativity	X	
Interpersonal leadership skill		X
Verbal test score		X
Writing capability	X	
Proactive problem-solving	X	
Variety in relevant past experience	X	
Independent thinking		X
Existing client contacts	X	
Expertise with useful software		X
Amount of relevant past experience		X
Quantitative test score	X	
Data visualization and graphs	X	

Shows the job candidate that is stronger on each attribute

Person A is stronger on 9

Person B is stronger on 6

	Person A	Person B
Presentation skill	X	
Conscientiousness	X	
Data mining and analysis		X
Creativity	X	
Interpersonal leadership skill		X
Verbal test score		X
Writing capability	X	
Proactive problem-solving	X	
Variety in relevant past experience	X	
Independent thinking		X
Existing client contacts	X	
Expertise with useful software		X
Amount of relevant past experience		X
Quantitative test score	X	
Data visualization and graphs	X	

This is a lot to look at.

These can be grouped into sets of three.

Example of how these could be grouped:

	Person A	Person B
Presentation skill	X	
Proactive problem-solving	X	
Creativity	X	

	Person A	Person B
Variety in relevant past experience	X	
Data mining and analysis		X
Interpersonal leadership skill		X

	Person A	Person B
Existing client contacts	X	
Data visualization and graphs	X	
Conscientiousness	X	

	Person A	Person B
Amount of relevant work experience		X
Verbal test score		X
Writing capability	X	

	Person A	Person B
Independent thinking		X
Quantitative test score	X	
Expertise with useful software		X

But what if we don't just group them.

What if we *Gerrymander* them.
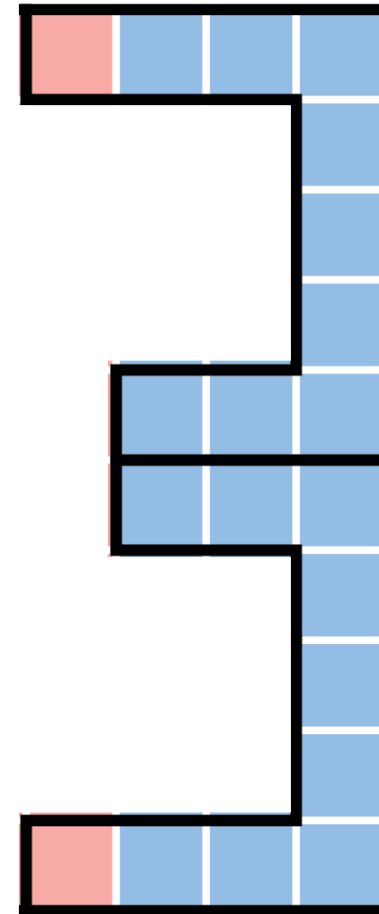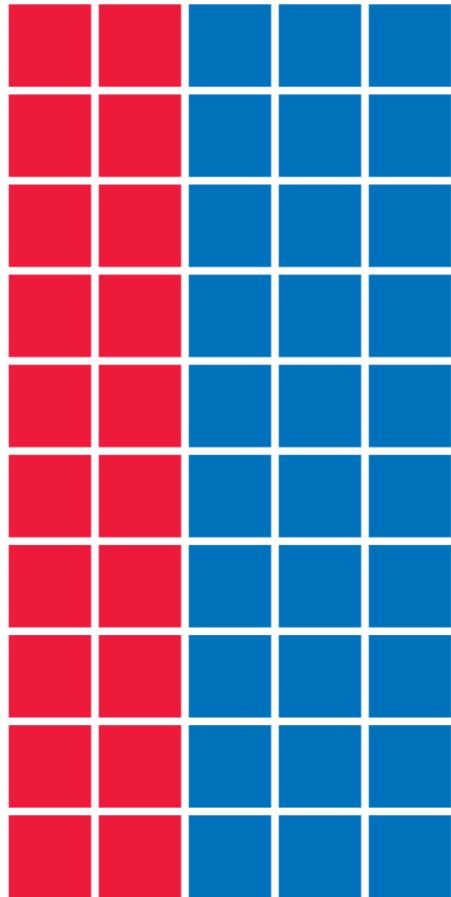
Gerrymandering is a term from political science

Gerrymandering is…

- The manipulation of voting district boundaries in order to gain a strategic advantage in elections (Issacharoff, 2002).
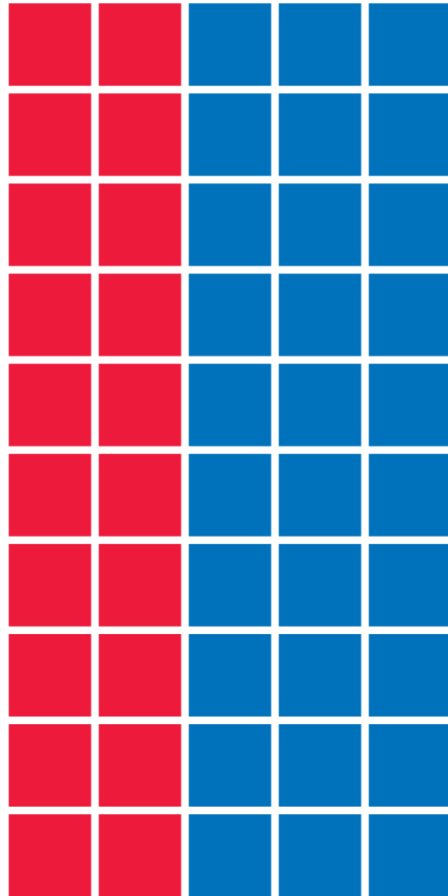
- Most commonly:

Packing and **Cracking**

An example…
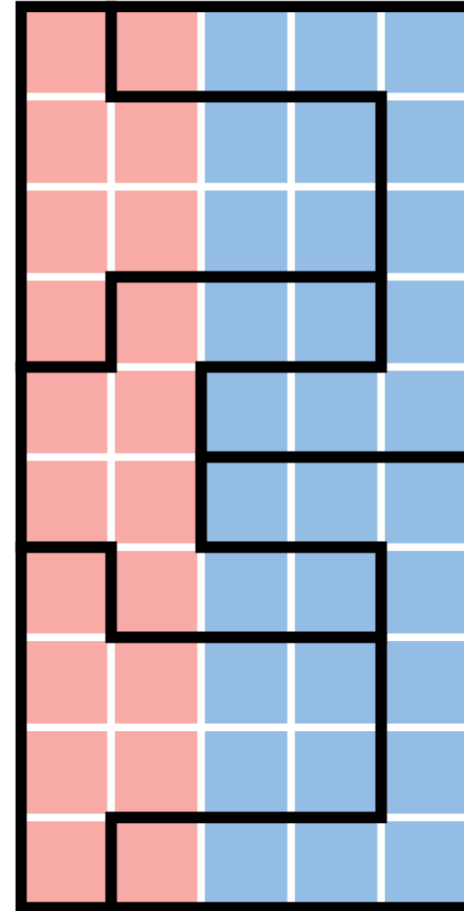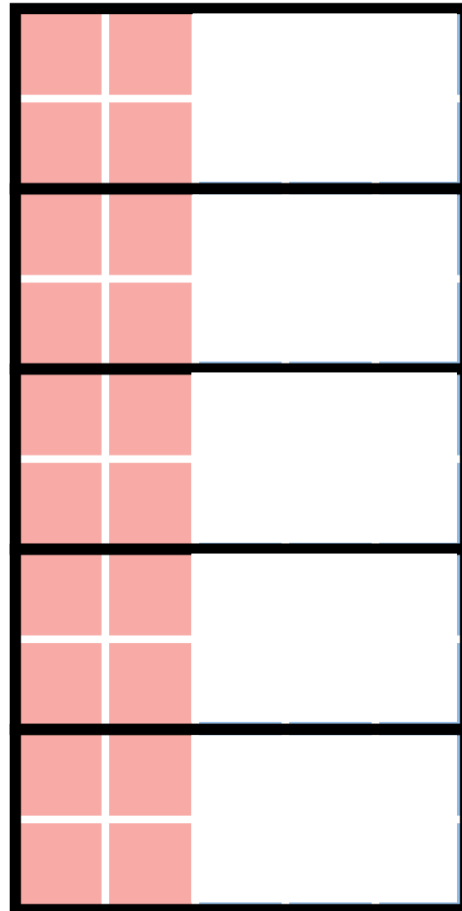50 voters: 60% blue, 40% red
Need to be divided into <u>five</u> districts.

"Packing"

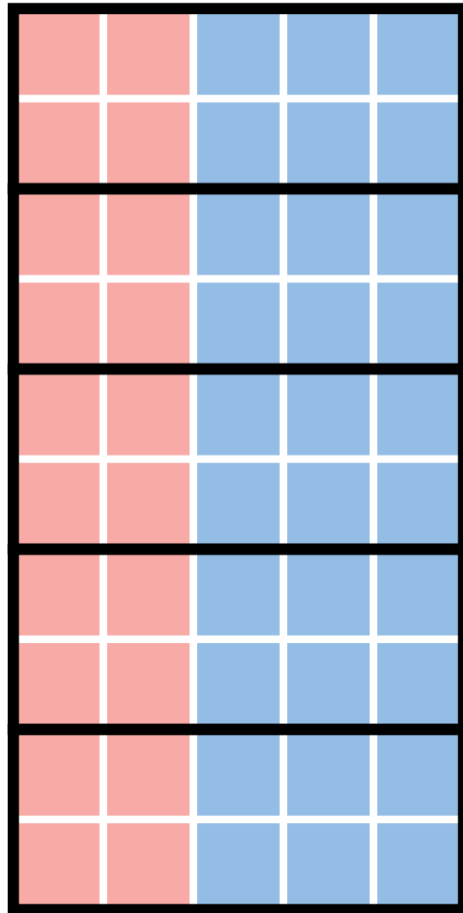60% blue
40% red

60% blue
40% red

"Packing"
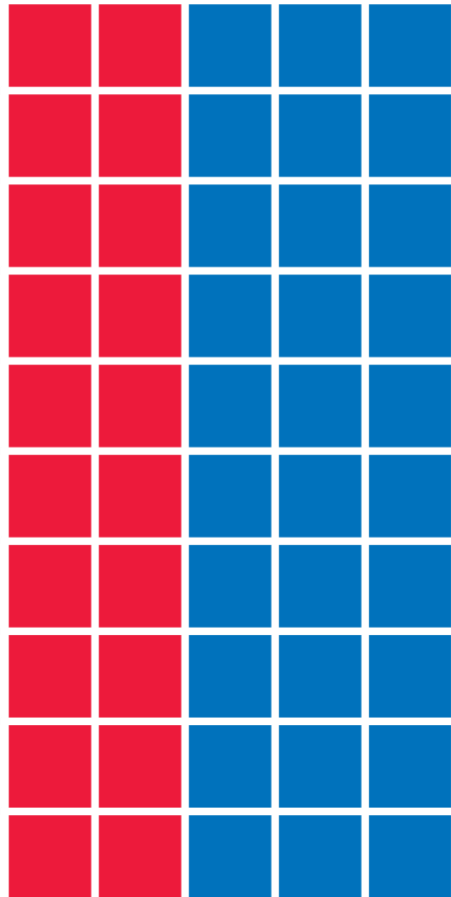Red wins 3-2

Fairvote.org 2019

"Cracking"

60% blue
40% red

"Cracking"

Blue wins 5-0

60% blue
40% red

Can the principles of gerrymandering be applied to psychological influence?

Gerrymandering Attributes

	Person A	Person B
Presentation skill	X	
Conscientiousness	X	
Data mining and analysis		X
Creativity	X	
Interpersonal leadership skill		X
Verbal test score		X
Writing capability	X	
Proactive problem-solving	X	
Variety in relevant past experience	X	
Independent thinking		X
Existing client contacts	X	
Expertise with useful software		X
Amount of relevant past experience		X
Quantitative test score	X	
Data visualization and graphs	X	

Person A is stronger on 9

Person B is stronger on 6

Control

B

	Person A	Person B
Independent thinking		X
Quantitative test score	X	
Expertise with useful software		X

	Person A	Person B
Variety in relevant past experience	X	
Data mining and analysis		X
Interpersonal leadership skill		X

	Person A	Person B
Amount of relevant work experience		X
Verbal test score		X
Writing capability	X	

A

	Person A	Person B
Presentation skill	X	
Proactive problem-solving	X	
Creativity	X	

	Person A	Person B
Existing client contacts	X	
Data visualization and graphs	X	
Conscientiousness	X	

Packed

	Person A	Person B
Existing client contacts	X	
Data visualization and graphs	X	
Data mining and analysis		X

A

	Person A	Person B
Interpersonal leadership skill		X
Conscientiousness	X	
Creativity	X	

	Person A	Person B
Presentation skill	X	
Proactive problem-solving	X	
Independent thinking		X

	Person A	Person B
Amount of relevant work experience		X
Variety in relevant past experience	X	
Expertise with useful software		X

B

	Person A	Person B
Writing capability	X	
Verbal test score		X
Quantitative test score	X	

The information has not changed!

It is just rearranged.

In that sense, any difference across conditions would be surprising.

DV: Which candidate would be a better hire?

9 point scale

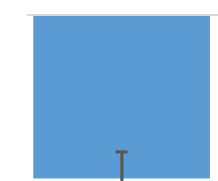Definitely Candidate A   to   Definitely Candidate B

So….

Does Packing and Cracking attributes affect peoples' preferences?